



WILL AI REPLACE ME?

Community Manager

Media and Digital

AI-based tools can certainly assist in planning and automatically publishing content, as well as identifying discussion trends.

However, the role of a Community Manager is subject to significant customization constraints. Active listening, authentic interaction, and the cultivation of enduring relationships with community members necessitate real-time adaptability and a nuanced comprehension of social and cultural contexts.

Moreover, the tone, style, and human touch in interactions cannot be completely automated, rendering the tasks of moderation and member relations intricate for AI.

Automation degree: 26,67%

Moderate but identified impact of AI on this Job



26,67%

Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Animate and moderate the company's social networks and other online communities.	Significant
Create and publish engaging content.	Moderate
Listen, interact, and develop relationships with community members.	Moderate

Impact on skills

At-risk Skills ↓	
Generic Approach to Communication	As marketing becomes more personalized and targeted, a « one-size-fits-all » approach to content and communication could become obsolete.
Dependence on Traditional Platforms	Relying exclusively on established platforms can pose a risk when emerging technologies and innovative platforms arise. For example, not being agile and adapting to platforms like TikTok or other augmented reality platforms could be a disadvantage.
Future-proof Skills ↑	
Understanding Internet Users' Emotional Triggers	With the introduction of neuromarketing in community management, understanding what motivates and engages customers on an emotional level becomes essential.
Data Analysis and Personalization	The ability to actively listen, respond appropriately, and build authentic relationships also relies on the collection, analysis, and basic manipulation of data within the context of a personalized customer experience.

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